

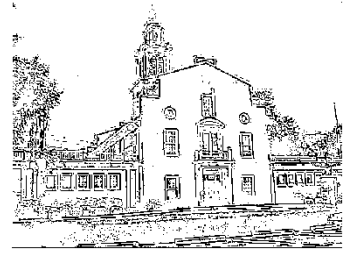
Massachusetts State Exposition Building
Eastern States Exposition
West Springfield, Massachusetts



Massachusetts Department of Agricultural Resources
251 Causeway Street, Suite 500
Boston, Massachusetts 02114

Building Managers:

Mary Jordan, (617) 626-1750, Mary.Jordan@state.ma.us
Howard Vinton, (617) 626-1803, Howard.Vinton@state.ma.us



2012 Exhibitor Booth Guidelines and Application

The Massachusetts Department of Agricultural Resources ("MDAR") invites Massachusetts organizations and businesses ("applicants") to apply for the purpose of showcasing Massachusetts agriculture, commerce, culture, food and tourism through informational, educational, promotional and retail exhibits in the Massachusetts Building ("Building") at the Eastern States Exposition ("ESE") located in West Springfield, Massachusetts. The dates for the 2012 Big E are September 14, 2012 through September 30, 2012.

Each year, there are approximately thirty (30) exhibit areas within the Building and limited additional space outside of the Building to accomplish the mission of the building. A blend of non-profit and for-profit entities will be selected to occupy the exhibit areas. The center area of the Building is an exceptional "open space" area that provides a unique opportunity to modify the look of the building from fair to fair. Accordingly, an annual theme may be identified by the Building Management for the main floor central area.

In order to uphold the mission of the Building, an effort is made to have a balance of exhibits featuring Massachusetts grown or produced food products along with exhibits featuring informational displays, hard goods and/or other Massachusetts products or services. **MDAR will not accept any exhibitor who will be exhibiting in any other location on the ESE Fairgrounds during the Big E.**

A fully completed 2012 application will be accepted until 4:00 PM on Friday, April 27, 2012. Ten (10) copies plus a signed original must be mailed to MDAR at the address above, Attn: Ellen Hart. Faxes will NOT be accepted and applications must be received by MDAR on or before 4:00 PM on Friday April 27, 2012. Applicants will be notified of action on their application after review by the Massachusetts Building Advisory Committee and approval by MDAR. **New applicants are required to attend New Applicant Presentation Day scheduled for Friday, May 18, 2012 as part of the application process**

Any applicant who was an exhibitor at the 2011 Big E Fair Season may apply for a three (3) year Licensing Agreement (License). If approved, this License would allow the applicant to be pre-approved as an exhibitor for the next three (3) Big E Fair Seasons without having to complete the entire application process each of the years covered by the License. The exhibitor will be evaluated on an annual basis and the Building Management will have the right to deny or suspend the License if the exhibitor does not comply with the terms of the License. Exhibitors who enter into this License may lock in the current rate for three (3) years (rates may increase in 2013).

Applications will not be deemed complete unless accompanied by a **\$100.00 deposit** (including government agencies) made payable to the **Commonwealth of Massachusetts, Massachusetts State Exposition Building Maintenance Fund**. The deposit will be refundable to applicants who are not selected to exhibit in the Massachusetts Building.

BOOTH OCCUPANCY CRITERIA, FEE SCHEDULES AND LICENSING AGREEMENTS:

1. Products, hard goods and other products or services must be local (i.e., grown, available, or conducted in Massachusetts).
2. Products, hard goods and other products or services (other than food products) sold in the Building must be available commercially on a regular basis (i.e. year-round availability, not just during the Big E).
3. Signs/Banners must be professional, attractively displayed and pre-approved by the building manager.
4. Exhibitors must enter into a Licensing Agreement with MDAR.
5. Booth space is for the entire seventeen (17) day fair, unless special arrangements have been made beforehand with the Building Manager.
6. Leasing and/or sub-leasing any or part of booth area without approval of the Building Manager is prohibited.
7. Exhibitors may not exhibit in any other location on the Big E Fairgrounds other than the Massachusetts Building during the Big E.
8. Exhibitors must utilize biodegradable serving products, include but not limited to the following: serving plates, utensils, beverage containers, napkins and other serving items deemed appropriate. Every effort will be made by Building Management to provide information for sourcing product by a group effort. This initiative is in part to Building Management wanting to implement more environmentally-conscious and waste reduction practices to promote a healthy and ecologically sustainable environment.

EXHIBITOR FEE SCHEDULE:

	For Profits	Non-profits
1. Hard goods, specialty products whichever is less.	\$ 20 / sq. ft.	\$ 15 / sq. ft. or 5% of gross sales,
2. Food and/or Beverage whichever is less.	\$ 25 / sq. ft.	\$ 20 / sq. ft. or 5% of gross sales,
a) Non-Profits: For those applying as a non-profit, please include documentation, supporting papers, and/or structure of the organization. Receipts will be required for this option and payment due by September 30, 2012. Education only” booths that are NOT SELLING PRODUCTS at the Fair and/or components of Exhibitor Booths that provide an educational opportunity to Fairgoers WILL ONLY BE RESPONSIBLE FOR PAYING THE DEPOSIT of \$100.00 AND WILL NOT BE CHARGED A FEE FOR USE DURING THE BIG E.		
b) Rental fee is due by the last day of the Big E (September 30, 2012). Any payments made after September 30, 2012 will be assessed a \$100.00 late fee. Exhibitors not in compliance may have their application or License denied the following year.		

LICENSING AGREEMENT:

Each accepted exhibitor will enter into an agreement with MDAR that must be signed by both MDAR and the exhibitor by Friday, August 24, 2012.

MINIMUM REQUIREMENTS FOR ALL EXHIBITORS

Public Health Requirements:

Exhibitors must comply with all applicable public health requirements. An informational sheet will be provided to all food exhibitors by the Building Manager as well as the application for a food establishment license and all will be required to comply fully with the same. All applications and payments are to be sent directly to the West Springfield Board of Health.

Insurance Requirements:

All exhibitors participating in the Massachusetts Building must, at their own expense, in a company rated A or better by A.M. Best and Company, provide the following insurance coverage:

General Liability Insurance:

Bodily Injury/Property Damage – limits of \$500,000.00 per occurrence.

Products/ Completed Operation – limits of \$500,000.00 per occurrence.

All policies must name the Commonwealth of Massachusetts as an additional named insured with respect to all operations in conjunction with the Massachusetts State Building/ Massachusetts Department of Agricultural Resources. The duration of the additional names insured status shall be for the entire month of September through the first seven (7) days following the closing of the Fair (September 1st to October 7th). All Certificates of Insurance must provide a thirty (30) day notice of cancellation or non-renewal to the Massachusetts Department of Agricultural Resources.

Certificates of Insurance, floor space rental fee and contract must be received by the Department on designated date determined by the Department (please refer to “Calendar of Activities” on application to display in the Massachusetts Building). In the event that an exhibitor fails to comply with the terms and conditions contained herein, the Operating Rules for Exhibiting in the Massachusetts Building, and/ or in any other rules regarding the Big E, the Department may exclude such party either before the commencement of the Fair and/ or at any time during its operation.

Applicants must comply with all applicable local, state and federal laws and regulations and the provisions set forth in the “2012 Exhibitor Booth Guidelines and Application” and “2012 Operating Rules for Exhibiting in the Massachusetts State Building at the Eastern States Exposition (Big E Fair), West Springfield, Massachusetts” during the course of the Fair.

MDAR reserves the right to remove an exhibitor from the Building at any time in the event that an exhibitor fails to comply with the provisions of the “2012 Exhibitor Booth Guidelines and Application” and “2012 Operating Rules for Exhibiting in the Massachusetts State Building at the Eastern States Exposition (Big E Fair), West Springfield, Massachusetts.”

Important Dates:

Applications Due.....Friday, April 27, 2012

New Applicant Presentation Day (at the Mass. Building).....Friday, May 18, 2012

Announcement of 2012 Massachusetts Building Exhibitors.....Friday, June 15, 2012

Massachusetts Building Exhibitor Meeting: (at the Mass. Building).....Thursday, July 19, 2012 at 10am

License Agreements to be signed and returned to the Department.....Friday, August 24, 2012

Dates of the 2011 Big E Fair.....Friday, Sept. 14 – Sunday, Sept. 30, 2012

Rental Fees DueSunday, September 30, 2012



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2012 Exhibitor Application Form

PLEASE NOTE: New applicants **MUST** contact Building Management to schedule a meeting and tour before submitting application to the MA State Exposition Building.

Business/Association Name: _____

Contact Name: _____

Booth/Site Manager Name (if different than Contact): _____

Complete Address: _____

Business/Tax #: _____ or Tax Exempt # _____

Phone: _____ Fax: _____ Cell: _____

E-Mail: _____ Website: _____

1. New Applicant: Yes No
2. Returning Exhibitor Yes No

If yes, fill out this page and the abbreviated version of application (page 3).

3. Application for a 3-Year Licensing Agreement: Complete the entire application.

4. Square feet requested (100 square foot minimum - typical size 10 ft. across x 10 ft. deep)

_____ If additional space is available, interested? How much more? _____

5. How many staff will you be using 3 or more days _____
How many staff will you be using less than 3 days _____

6. Please indicate the utilities and amenities that your exhibit will require:

- _____ Water /Plumbing
- _____ Electricity? List appliances
- _____ Phone hook-up (optional and at your own expense)
- _____ Wireless internet (limited usage)
- _____ Other needs:

7. Besides space in booth, what refrigeration and storage needs might you require:

_____ Refrigeration and approx. square ft. (will be at your own expense)*

_____ Storage and approx. square ft. (possible cost associated with usage)*

***If you request these services and your application is accepted, you will be required to participate in a subcommittee pertaining to refrigeration needs and/or a subcommittee pertaining to storage needs.**

Display, exhibit and/or kiosk details (use additional paper if necessary).

- a. **Company/group/association's mission:** Please describe the educational opportunity you will provide visitors including the intended "message" of your exhibitor booth and how you intend to convey that message.

- b. **Describe the product(s), services and/or informational materials that you plan to distribute and/or sell while exhibiting.** Be specific.

- c. **Describe your physical exhibit:** Include information about the exhibit design and concept, fabrication materials, layout and other relevant display features. Include drawings, schematic and/or photographs of your exhibit.

***Complete this page only if you exhibited in the Massachusetts Building in 2011:**

Exhibitor Business/Association Name: _____

IMPORTANT: As you address each following section, if applicable, please include any course of action that has been addressed by Building Management (Use additional paper if necessary).

Please describe any changes or additions to your physical exhibit. Include information about the exhibit design and concept, fabrication materials, layout and other relevant display features. Include possible drawings, schematic and/or photograph of your exhibit.

Please describe the product(s), services and/or informational materials that you plan to distribute and/or sell while exhibiting. Be specific.

I believe the above to be an accurate and true description of our proposed display/exhibit area. I understand that the decision of the Massachusetts Building Advisory Committee and the MDAR will be based upon the content of this application. I understand any proposed changes to this application after submission to MDAR are subject to review before being approved.

Applicant agrees to the above statements and to all provisions in the above “2012 Exhibitor Booth Guidelines and Application” and “2012 Operating Rules for Exhibiting in the Massachusetts State Building at the Eastern States Exposition (Big E Fair), West Springfield, Massachusetts.”

Signature: _____ Date: _____

Printed Name: _____

Business/Association Name: _____